TAC

...Set and forget

...the first and only Total Automatic Color TV



Magnavox

Magnavox announces...

a revolutionary breakthrough in Color Television!

TAC ...Set and forget

Total Automatic Color

TAC is a new and exclusive ELECTRONIC SYSTEM which combines all functions of the three Magnavox innovations described below. If the Color TV brand you're considering does not have all three, it is already obsolete, because only Magnavox Total Automatic Color TV banishes annoying color variations and the need for bothersome picture adjustments or tuning!

ATC — New AUTOMATIC TINT CONTROL

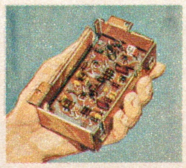
. . . eliminates green and purple faces. Magnavox ATC lets you select the flesh tones most pleasing to you and *keeps* them that way—in every picture from every program, on any channel or network! Just set it once and forget it.

ACC — New, improved AUTOMATIC CHROMA CIRCUIT

. . . reduces variations in color intensity. Magnavox ACC assures *uniform* color intensity from station to station—no matter how often you change channels.

AFT — Instant AUTOMATIC FINE TUNING

. . . eliminates the need for critical picture tuning. Invented by Magnavox in 1964, AFT keeps all station signals locked-in to give you a perfectly-tuned picture that is *always* precise—instantly and automatically—on every channel, every time!



This Color Tint Component helps make Magnavox the only Total Automatic Color TV.

These most advanced Magnavox features . . . will also add to your viewing enjoyment: **New Brilliant MX500 Color Tube**—gives you vivid, natural color pictures which are clearer and sharper, for more life-like picture fidelity and realism. **Exclusive Chromatone**—adds depth and rich beauty to color. **Quick-On**—pictures and sound eliminate annoying warm-up delay. **Magnavox High Fidelity Sound**—from the world leader in sound reproduction—brings you much greater program realism. Most models also have a Tone Control. **Highest Reliability**—plus an entirely new standard of performance is assured by the exclusive Magnavox Bonded Circuitry Chassis with 3 I.F. Stages, and Automatic Picture and Sound Stabilizers (Keyed AGC) for superior fringe area reception. **Magnavox 2-Year Color Picture Tube Warranty** (please see page 23)—your added assurance of dependability.

Simulated TV reception on all models on pages 2 and 3.

TAC —so simple a child can tune it perfectly!



TAC 295 sq. in. Tambour Door Consoles



the ultimate in viewing enjoyment ...elegant furniture styling

Aegean Classic—combines authentic, fine-furntiure styling which will be admired and cherished for years to come, with all of today's most advanced color television features described at left. You'll thrill to the biggest pictures in Color TV —295 sq. in. screen, plus the pleasure of greater program realism provided by four high fidelity speakers. Gliding Tambour Doors enhance the beautiful cabinetry, and conceal the TV screen when not in use. 45¾" L, 21" D, 32" H. In beautifully grained Pecan finish on selected hardwood veneer top and end panels, hardboard Tambour Doors, hardwood solids. Authentically re-created front carvings of non-wood material. Model 7031 with 82 Channel Remote Control described on the next page—$798.50; in Antique Ivory with gold accents—$815. Also available as model 7030 less Remote Control—**$698.50**

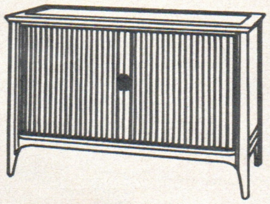
magnificent 295 sq. in. fine-furniture masterpieces

You'll never know how truly breathtaking color viewing can be—until you've seen and heard your favorite programs on a magnificent Magnavox. The models shown on these two pages each incorporate exclusive Magnavox Total Automatic Color, and the features described on page two to bring you today's largest and easiest-to-tune color picture. Four high fidelity speakers (two in compact Mediterranean model, right) give you thrilling sound realism. You owe it to yourself and your family to experience an exciting demonstration!

Simulated TV reception on all models on pages 4 and 5.



Gliding Tambour Doors—add fine-furniture beauty to the six authentic styles shown, and conceal the huge 295 sq. in. screen when not in use.





New Magnavox 82-Channel INSTANT AUTOMATIC REMOTE CONTROL



. . . has *more functions*, and offers you *more conveniences* than any other remote unit today: ● VHF/UHF all-channel operation ● Signal-Seeking Channel Selection automatically selects only "on the air" channels ● Never needs "programming" or adjusting for new channels, not even if you move to another city ● Automatically turns your set off if you fall asleep during the Late Show, after TV station goes off the air ● Continuously variable Color Intensity Controls ● Also lets you adjust volume . . . and turn TV on/off ● All these conveniences (plus at-the-set push-button Power Tuning) are yours to enjoy from the comfort of your favorite easy chair when you own a magnificent Magnavox—today's finest, most advanced Color Television!

Appealing Contemporary—which will add beauty and tasteful simplicity to a variety of room settings. 45½" L, 21¼" D, 29½" H. Crafted in grained Walnut finish on select hardwood veneer top, hardboard end panels and Tambour Doors, plus hardwood solids. Model 7033 with Remote Control—$798.50. Model 7032 without Remote Control—**$698.50**

Space-Saving Mediterranean—with all of today's most advanced TV features, requires no more floor space than most small-screen compact models. Only 32½" L, 21" D, 36¾" H; on concealed swivel casters. In superbly grained Pecan finish on hardwood veneer top and end panels, hardwood solids, and hardboard Tambour Doors. Decorative speaker grille of non-wood material. Remote Control model 7027 in Pecan finish—$798.50; in Fiesta Green color shown—$815. Also as model 7026 in Pecan finish less Remote Control—**$698.50**









Ageless French Provincial—captures the charm of old-world craftsmanship. The superb cabinet is 44½" L, 20¾" D, 29¼" H. In Antique Ivory with gold striping (shown)—or in grained Provincial Cherry finish on hardwood veneer top, hardboard Tambour Doors and end panels, plus hardwood solids. Remote Control model 7039 in Cherry finish—$798.50; in beautiful Antique Ivory $815. Model 7038 in Cherry finish without Remote Control—**$698.50**

Charming Early American—that faithfully captures the informal elegance of the Colonial period. 44¾" L, 21" D, 33½" H. In your choice of richly grained Sugar Maple (shown) or Salem Maple finishes—both on hardwood veneer top and sides, hardboard Tambour Doors, and hardwood solids. Drawer panels, and decorative legs which conceal swivel casters, are of non-wood material. Model 7035 with Remote Control—$798.50; model 7034 less Remote Control—**$698.50**

Superb Mediterranean styling—blends harmoniously with a variety of room decors. 44¾" L, 20¾" D, 31¼" H; on concealed swivel casters for easy moving and cleaning. Crafted in elegantly grained Pecan finish (shown) on hardwood veneer top and sides, hardboard Tambour Doors, and hardwood solids. Decorative legs and front panel carvings are of non-wood material. Remote Control model 7037 in striking Fiesta Green color—$815; in Pecan finish—$798.50. Model 7036 in Pecan finish less Remote Control—**$698.50**

Dramatically decorative Oriental styling—with top and side panels of high-pressure Laminate that is scratch, stain, and mar-resistant—is both functional and beautiful. It measures 46" L, 21¼" D, 29½" H; in gleaming Ebony finish. Model 7041 with Remote Control—$815. Also available as model 7040 without Remote Control—**$715**

TAC 295 sq. in. Deluxe Consoles



Magnificent Mediterranean styling—inspired by romantic old-world Spanish designs. With all the Magnavox Color TV features described on page 2, it is 41¾" L, 18¾" D, 31¼" H, and crafted in grained Pecan finish on select hardwood solids and veneer top and sides. Decorative front panels and legs which conceal swivel casters are of non-wood material. Model 6947 with Remote Control—$750; also available as model 6946 without Remote Control—**$650**



Today's most all-inclusive UHF/VHF Remote Control—with all the wonderful operating conveniences detailed on page 4—provides effortless Color TV viewing from your favorite chair. It is included on all Magnavox 295 sq. in. Remote Control models described herein.

Simulated TV reception on all models on pages 6 and 7.



enjoy superb viewing...
enhance any decor

. . . with your choice of these four Magnavox Total Automatic Color TV models in magnificent fine furniture. All incorporate revolutionary, new ATC which permits you to *select* and *keep* the flesh tone colors you prefer ● ACC—reduces channel-to-channel variations in color intensity ● AFT—eliminates critical picture tuning ● New Brilliant MX500 Color Tube ● Chromatone ● Quick-On ● superb sound from two 9″ oval speakers ● highest-reliability Magnavox Bonded Circuitry ● plus other features on page 2. All Magnavox 295 sq. in. models shown herein also include full transformer-powered chassis (except models 6810 and 6910), easy-to-read Channel Indicator Windows, and Automatic Color Purifier (degausser).





French Provincial—model 6948, in beautifully grained Provincial Cherry finish on select hardwood veneer top, hardboard end panels and hardwood solids. 42″ L, 19½″ D, 30″ H; with all the finer-performing features above—**$650**

Early American—fine furniture in warmly grained Salem Maple or Colonial Pine (shown) finishes—both on selected hardwood veneers and solids. Decorative legs and drawer panels are of non-wood material. 41¾″ L, 19″ D, 33½″ H; on concealed swivel casters. Remote Control model 6945 in Pine finish—$770; in Maple finish—$750. Model 6944 in Maple finish less Remote Control—**$650**

Danish Modern styling—superbly crafted fine furniture, will add a touch of beauty wherever you place it. 41¼″ L, 19¾″ D, 29¾″ H. In elegantly grained Walnut finish on hardwood solids and veneers. Model 6943 with Remote Control—$750. Model 6942 less Remote Control—**$650**

Old-world Spanish styling (not shown)—in your choice of grained Oak or Dark Oak finishes—both on hardwood solids and veneers. Decorative legs and front panel accents of non-wood material. 41¾″ L, 18¾″ D, 31¼″ H; on concealed swivel casters. Model 6987 with Remote Control—$775. Model 6986 less Remote Control—**$675**

TAC

295 sq. in. Space-Saving Color TV



Elegant Contemporary—in beautifully grained Walnut finish on select hardwood solids and veneers. It measures only 35¼" L, 19¼" D, 29¾" H; on concealed swivel casters for easy moving and cleaning. Model 6923 with all-82 Channel UHF/VHF Instant Automatic Remote Control—$698.50. Also as model 6922 without Remote Control—**$598.50**

Once you've seen the vivid, natural pictures brought to you by these easy-to-tune Magnavox Total Automatic Color consoles, you'll never be satisfied with anything less! Just turn your Magnavox on—then sit back and forget it. You'll be enjoying Color TV at its very best—with flesh tone colors as you want them—always; uniform color intensity—no matter how often you switch stations; plus a locked-in station signal which is perfectly tuned—instantly and automatically. And, the authentic fine-furniture cabinets, which require no more floor space than "small-screen compacts", add beauty and charm to any room. Each also offers you ● New Brilliant MX500 Color Tube ● Chromatone ● Quick-On pictures and sound ● high fidelity 9" oval speaker ● exclusive Magnavox Bonded Circuitry chassis which is full transformer-powered for highest reliability ● illuminated Channel Indicator Windows ● Automatic Color Purifier (degausser) ● 2-Year Color Picture Tube Warranty (please see page 23) ● plus today's most all-inclusive and luxuriously convenient Remote Control (optional on all models in this series) which is fully described on page 4. You owe it to yourself and your family to see Magnavox Color TV today.



Simulated TV reception on all models on pages 8 and 9.









French Provincial—in grained Provincial Cherry finish on select hardwood veneer top, hardboard end panels and hardwood solids. 35¾" L, 18¾" D, 29¾" H. Model 6929 with Remote Control—$698.50. Also available as model 6928 without Remote Control—**$598.50**

Italian Provincial—in beautiful Antique Ivory color (shown) accented with gold striping and hardware, or in grained Fruitwood finish on hardwood veneer top, hardboard end panels, and hardwood solids. It measures 35¾" L, 18¼" D, 30" H. Model 6931 with Remote Control in Ivory—$715; in Fruitwood finish—$698.50. Model 6930 less Remote Control in Ivory —$615; in Fruitwood finish—**$598.50**

Early American—console on swivel casters concealed by legs of non-wood material. 35¼" L, 19" D, 32¼" H. In striking Brushed Gold (shown) or Brushed Green colors, or in grained Salem Maple finish on hardwood veneers and solids. Remote Control model 6925 in Gold or Green—$715; in Maple finish—$698.50. Model 6924 less Remote Control in Gold or Green—$615; in Maple finish—**$598.50**

Mediterranean—fine furniture with decorative front panels and legs of non-wood material. 34¾" L, 18¾" D, 30" H; on concealed swivel casters. In richly grained Pecan finish on selected hardwood veneers and solids. Model 6927 with today's most convenient Remote Control—$698.50. Also available as model 6926 without Remote Control—**$598.50**

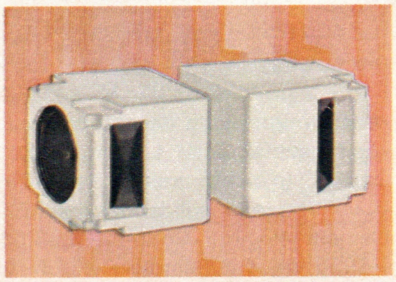
ASTRO-SONIC STEREO THEATRES...

today's most magnificent all-inclusive family entertainment centers

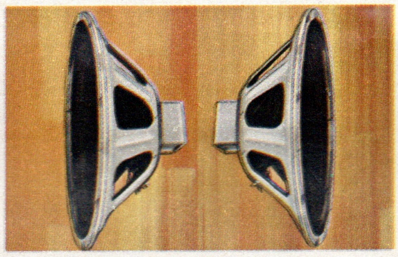


Advanced Solid-State Radio—uses no tubes, sets an entirely new standard of lasting reliability. Specified models also include Magnavox Frequency Modulated Signal Sentry (FMSS)—enables you to "reach out" and receive more Stereo FM and Monaural FM/AM stations than ever before possible. FMSS brings you: vastly improved reception without the use of external antennas; greater station selectivity—even in high-interference city areas; ease of tuning, because it removes confusing channel noise and secondary responses audible in other FM tuning systems.

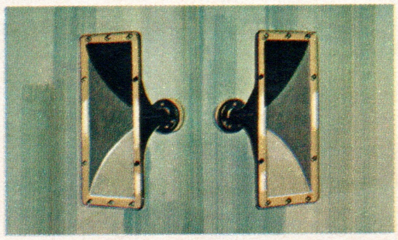
100-Watts Music Power—provides a vast reservoir of undistorted power output—so essential to high fidelity. This should not be confused with today's meaningless claims of "peak power" which does not represent usable power. To reproduce true bass tones (40 cycles) requires a thousand times as much power as do mid-range tones, for your hearing is a thousand times more responsive at 3,000 cycles. Witness how a single trumpet (mid-range tones) pierces clearly through the combined efforts of 90 to 100 musicians in a symphony orchestra.



New Air-Suspension Speaker System—provides far greater "presence" and sound realism throughout the entire audible range to bring you truly outstanding listening. In fact, the bass woofer in the Air-Suspension System comes close to being the ideal speaker—one that floats on air . . . connected to absolutely nothing! It "floats" freely back and forth, isolated from its environment. Both a bass woofer and a 1,000 cycle horn are housed in a separate air-tight enclosure at each end of the cabinet—and project thrilling sound from both sides and front. These sound-absorbing, fiberglas-lined chambers prevent sound-wave distortion and feedback of sound within the enclosure. As a result, you receive lower and smoother bass response, increased treble brilliance, and improved balance between bass and treble music. You must hear it to appreciate it!



Two Highest-Efficiency, 12" Bass Woofers—in Air-Suspension Speaker System—were developed to best utilize the tremendous power of the Astro-Sonic Amplifiers. They are capable of reproducing low frequency bass without distortion. Magnavox Woofers give true bass tone instead of a "rumble" which detracts from the full beauty of music.



Two 1,000 cycle Exponential Treble Horns—in Air-Suspension Speaker System—not only have the equivalent acoustical efficiency of 20 cone-type speakers . . . they recreate even the most difficult percussion instrument tones with a degree of purity and clarity unattainable by any other means.



Deluxe Micromatic Record Player—with Diamond/Sapphire Stylus exceeds all others in accuracy and reliability. Pitch distortions, such as "rumble", "wow" and "flutter", are completely eliminated, because its synchronous shaded 4-pole motor is as accurate as an electric clock. The high-compliance pick-up tracks and traces perfectly at a mere 1/10th ounce touch—banishes discernible record and stylus wear. Now—your records can last a lifetime! **Additional Deluxe Player Features:** Illuminated Beam, controlled by gliding top panel—shines across turntable to facilitate changing records; Muting Switch—eliminates disturbing electrical noises during change of records; Automatic Shut-Off—turns off player and amplifier after last record has played; Tone Arm Brush—prevents wear, and abrasion from dust.



Instant Automatic Remote Control—for magnificent Magnavox Astro-Sonic Color Stereo Theatres—gives you more functions and more operating conveniences than any other remote unit today (please see page 4 for details on 82-channel TV functions). It also lets you turn the Radio-Phonograph on/off, adjust volume, and reject records—all from the comfort of your favorite easy chair.

TAC Big 295 sq. in. pictures

. . . with new and revolutionary Total Automatic Color, are combined with world-famous Magnavox Astro-Sonic Solid-State Stereo to bring you *unequaled* viewing and listening pleasure. Both models offer you: today's biggest and easiest-to-tune 295 sq. in. pictures; the *full* beauty of music from Stereo FM and Monaural FM/AM radio with FMSS; new Magnavox Air-Suspension Speaker System for the ultimate in sound re-creation; 100-Watts *undistorted* music power; Instant Automatic Remote Control for TV, phonograph, and radio (including Search Tuning which automatically "locks-in" the next radio station signal); *all* the other advanced TV and Stereo features described on pages 2 and 10; plus complete audio control functions (see page 12) which add to your enjoyment and convenience. Only after you've *seen* and *heard* these superlative instruments can you truly appreciate their uncompromised magnificence!

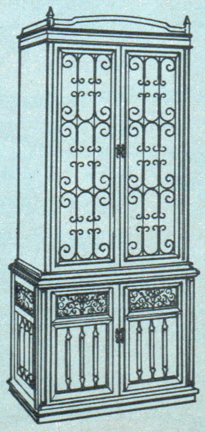


Simulated TV reception.



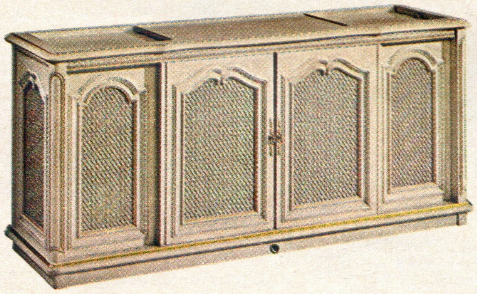
Beautiful Armoire Styles—Italian Classic (above) and Mediterranean (on front cover)—will be the decorative focal point of your room, as well as an enduring expression of your own good taste. Closed, their graceful lines bespeak elegance; open, they bring your family an entirely new standard of performance with lasting reliability.

Space-saving Cabinetry—both authentic styles, with storage for over 180 records, take up very little floor space: each measures only 36¼" L, 21½" D, and 78" H; in grained Pecan finish on select hardwood veneers and solids; decorative speaker grille and door accents of non-wood material. Italian Classic model 7731 (above) or Mediterranean model 7727 (below), your choice—**$1495**



Also shown open on front cover





Graceful French Provincial—Remote Control model 7699 measures 63″ L, 20¾″ D, 30″ H. Gliding front doors (all three models) enhance the fine-furniture cabinet, and conceal the huge 295 sq. in. screen when not in use. In beautiful Antique Ivory color (shown) accented with gold striping and hardware—$1225. Also in Provincial Cherry finish on selected hardwood veneers and solids; veneers on top panels of hardboard. Decorative framed inserts for speaker grilles on front and ends are of non-wood material—**$1195**

Simulated TV reception on all models on pages 12 and 13.

TAC 295 sq. in. authentic fine-furniture Stereo Theatres...

offer magnificent family entertainment. Each of these three models incorporate ● new Magnavox Total Automatic Color ● all the other superb-performance TV features detailed on page 2 ● Instant Automatic Remote Control—today's most all-inclusive unit—with TV functions listed on page 4, and radio-phonograph functions on page 10 ● Illuminated Channel Indicator Windows ● Astro-Sonic Stereo with highest-reliability solid-state Stereo FM, Monaural FM plus powerful AM Radio ● deluxe Micromatic Record Player ● 50-Watts *undistorted* music power ● two heavy-duty, high-efficiency 15″ Bass Woofers ● two 1,000 cycle Exponential Treble Horns ● Gliding Doors ● Gliding Top Panels which open to player and all controls without disturbing top-of-set accessories ● Concealed swivel casters for easy moving.

Audio Control Functions (for models on pages 11, 12 and 13): Step Bass, Step Treble, Compensated Loudness, Stereo Balance plus Music Timbre Controls. Precision Tuning Meter; FM Stereo Indicator Light; Flywheel Tuning; no-drift FM/AFC keeps FM stations "locked-in"; Tuned RF Stage on both FM and AM provides finest, noise-free reception; terminals for external FM antenna, and terminals for optional Magnavox Remote Stereo Speakers for music in other rooms.

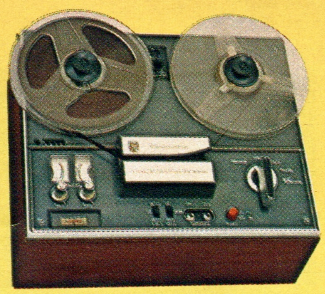




Authentic Mediterranean styling—Remote Control model 7697 measures 62¼" L, 20¾" D, 30" H. In beautifully grained Pecan finish on selected hardwood solids and veneers; top panel veneers on hardboard for rigidity. Authentically designed hardware, decorative accents, and cabinet edges of non-wood material give a look of beautiful distinction that will be admired for years to come—**$1195**

Aegean Classic—Remote Control model 7691 measures 63¼" L, 21" D, 29¼" H. In elegant, grained Pecan finish on selected hardwood veneers and solids; veneers on top panels of hardboard. Decorative framed inserts for speaker grilles on cabinet front and ends are of non-wood material—**$1195**

Magnavox Tape Recorder-Player Components —optionally available for use with *all* Stereo Theatres herein (*except* model 7610 shown and described on page 17), may be easily connected to Theatre tape recorder input and output jacks.



4-Track Stereo Tape Recorder—model 884, has 3-speed operation; Record level control and meter for each channel; 4-digit counter and reset; Pause control; Automatic shut-off; Fast Forward—Fast Rewind; heavy duty 4-pole capstan drive motor; Input Jacks for two dynamic microphones with stands (included); auxiliary input and output jacks; two 7" reels, tape and reel caps. 13¾" L, 11¼" D, 7" H. The case of select wood veneers is enhanced by beautifully grained Walnut finish—**$179.90**



4-Track Stereo Cassette Recorder—model 8868, plays and records on reusable, drop-in cassette-type cartridge. It has record level control and meter for each channel; digital counter and reset; Pause control; precision capstan drive motor with heavy-duty flywheel; plus many more high-performance features. Complete with two dynamic microphones; blank cassette. 12½" L, 10¾" D, 3½" H; in grained Walnut finish on wood veneers with decorative trim of non-wood material—**$129.90**



8-Track Cartridge Player—model 886, lets you enjoy up to 70 minutes of uninterrupted music. Requires no winding, rewinding, or threading. Plays any 8-Track Stereo Cartridge. On/off controlled by convenient snap-up lid; illuminated Program Indicator-Pilot Light; Program Selector Button—permits easy program changes in mid-tape. Extra-length plug-in Audio Cables (one for each stereo channel) permit placing Player up to 6 feet from master unit. 8½" L, 11¾" D, 4¼" H, in select wood veneers, grained Walnut finish—**$89.90**



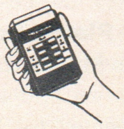


Early American Heirloom Furniture—with gliding front doors (in all four styles) to conceal TV screen when not in use. 62″ L, 20½″ D, 32¼″ H; on concealed swivel casters. In your choice of warmly grained Sugar Maple (shown) or Salem Maple finishes—both on selected hardwood veneers and solids; veneers of top and authentically accented inset front panels are on hardboard. Bracket feet of non-wood material. Model 7685 with Remote Control—$1095. Model 7684 less Remote Control—**$995**

Music becomes magic...295 sq. in. pictures come alive with fabulous realism

TAC

New and revolutionary Total Automatic Color—the exclusive Magnavox electronic system that banishes annoying color variations as well as the need for bothersome picture adjustments or tuning—is just *one* of the tangible benefits your family will enjoy! Each also incorporates all the other advanced TV features (plus Illuminated Channel Indicator Windows) detailed on page 2 to bring you the *ultimate* in viewing pleasure and convenience. Gliding Doors, in all four styles, conceal the huge 295 sq. in. screen when not in use. And, the advanced Magnavox acoustical system, in *all* Stereo Theatre models herein, projects TV, radio and phonograph sound from *both* the cabinet front and ends, to extend thrilling stereo realism and dimension to the very width of your room! Doesn't your family deserve a magnificent Magnavox Stereo Theatre?



Instant Automatic Remote Control—with TV functions listed on page 4, and radio-phonograph functions on page 10, is optionally available on these four Stereo Theatre styles. It's today's most complete remote unit.

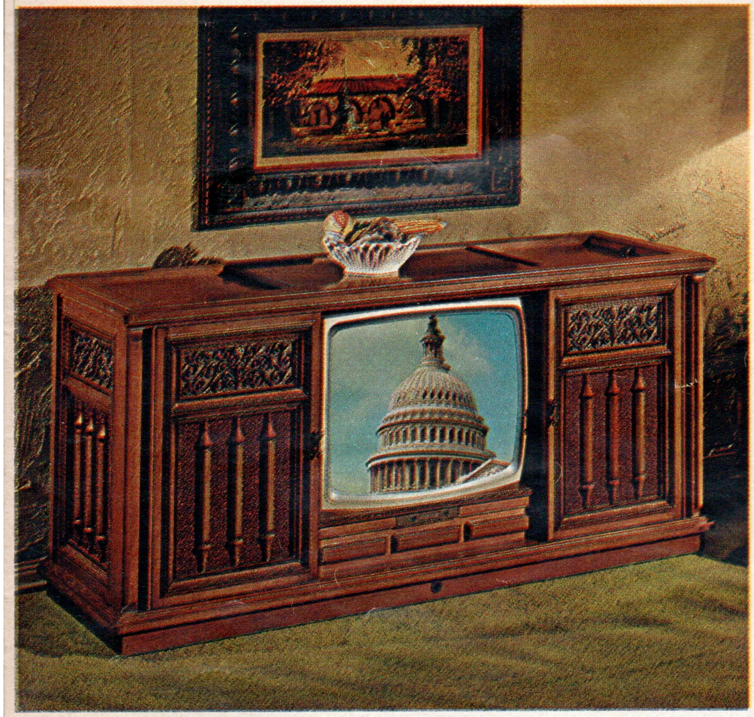


Astro-Sonic Stereo Features:

Highest-reliability solid-state components eliminate tubes and damaging heat to bring you greater efficiency plus *lasting* satisfaction ● Stereo FM, noise-free and drift-free Monaural FM, plus selective AM Radio ● 30-Watts *undistorted* music power ● two high-efficiency 15″ Bass Woofers ● two 1,000 cycle Exponential Treble Horns ● new Deluxe Micromatic Record Player that banishes discernible record and Diamond Stylus wear—lets your records last a lifetime!

Audio Control Functions: Step Bass, Step Treble, Compensated Loudness plus Stereo Balance Controls, Precision Tuning Meter; FM Stereo Indicator Light; Flywheel Tuning; no-drift FM/AFC keeps FM stations "locked-in"; Tuned RF Stage on FM and AM provides finest noise-free reception; terminals for external FM antenna, and optional Magnavox Remote Speakers for music in other rooms.

Simulated TV reception on all models on pages 14 and 15.





Italian Provincial—measures 61¼″ L, 20½″ D, 30¼″ H. In elegantly grained Pecan finish on hardwood veneers and solids; top panels of veneer on hardboard. Decorative speaker grille frames on front and sides are of non-wood material. Model 7681 with Remote Control—$1095. Model 7680 without Remote Control—**$995**

Mediterranean styling—on concealed swivel casters, is 61½″ L, 20½″ D, 29½″ H. In grained Pecan finish on selected hardwood veneers and solids; top panels of veneers on hardboard. Speaker grille turnings and front door accents are of non-wood material. Model 7687 with Remote Control—$1095. Model 7686 less Remote Control—**$955**

Dramatically beautiful Contemporary—in richly grained Walnut finish on hardwood veneers and solids; veneers of top and front panels on hardboard for rigidity. It measures 68¾″ L, 20¾″ D, 28″ H; on concealed swivel casters. Model 7683 with Remote Control—$1095. Also available as model 7682 without Remote Control—**$995**

The Magnavox 2-Year Color Picture Tube Warranty (see page 23)—one of many Magnavox extra-value benefits—also applies to all Stereo Theatre models herein.



Appealing Danish Modern styling—will blend with virtually any room decor. In beautifully grained Walnut on selected hardwood solids, with veneer top panels on hardboard. Speaker grille accents are of non-wood material. It measures 58¼" L, 19" D, 30" H. Model 7613 with Remote Control—$898.50. Also available as model 7612 without Remote Control—**$798.50**

There is a beautiful Astro-Sonic Stereo Theatre style for any decor

. . . and a model for every budget. All bring you thrilling Astro-Sonic Stereo, plus the biggest, brilliant-color pictures in TV—295 sq. in. screen. Other advanced TV features include ● Automatic Fine Tuning which eliminates the need for critical picture tuning—keeps all station signals locked-in to give you a perfectly-tuned picture that is *always* precise—instantly and automatically—on every channel, every time ● Chromatone ● Quick-On ● Highest-reliability Magnavox Bonded Circuitry chassis with 3 I.F. Stages and Keyed AGC ● Illuminated Channel Indicator Windows. Instant



Automatic Remote Control, optional on all four styles in this series, incorporates the TV, radio, and phonograph functions detailed on pages 4 and 10, as well as continuously variable Color Tint Controls.

Simulated TV reception on all models on pages 16 and 17.



Mediterranean—in grained Pecan finish on hardwood solids and veneers; top panels of veneers on hardboard. Speaker grille accents and feet of non-wood material. 57½" L, 18¾" D, 30" H; on concealed swivel casters. Remote Control model 7617—$925; model 7616 less Remote Control—**$825**

Costs you less than comparable TV and Stereo purchased separately!

Why pay more—and settle for less when you can own this beautiful Contemporary Astro-Sonic Stereo Theatre model 7610 for so little? It incorporates: brilliant-color 295 sq. in. screen; Chromatone; Quick-On; Automatic Color Purifier (degausser); plus many more Magnavox Color TV features. Solid-state stereo includes Stereo FM, Monaural FM and AM radio; 15-Watts undistorted music power; two 10" Bass Woofers, two 5" Treble Speakers; precision Magnavox Player that lets your records last a lifetime—plus many more. 58½" L, 19¼" D, 29½" H; in grained Walnut finish on select hardwood veneers and solids, with top panel veneers on hardboard for rigidity.

$698.50



Astro-Sonic Stereo Features: Solid-State Stereo FM, Monaural FM, plus powerful AM radio; 20-Watts *undistorted* music power; two high-efficiency 12" Bass Woofers; two 1,000 cycle Exponential Treble Horns; Micromatic Record Player that lets your records last a lifetime. Audio Control Functions: Separate, continuously variable Bass and Treble Controls; compensated Loudness plus Stereo Balance Controls; FM Stereo Indicator Light; Flywheel Tuning; no-drift FM/AFC; tuned RF Stage on FM; terminals for external FM antenna, and optional Magnavox remote speakers for other rooms.

All prices and specifications herein subject to change without notice.



French Provincial—in beautifully grained Provincial Cherry finish of select hardwood solids and veneers; top panels of veneers on hardboard. The gracefully outlined decorative insert panels on cabinet front are of non-wood material. 57¼" L, 19" D, 29¼" H. Model 7619 with Remote Control—$925. Model 7618 without Remote Control—**$825**



Early American—measures 57½" L, 18¾" D, 32" H; in grained Salem Maple finish of select hardwood solids and veneers; top panels of veneers on hardboard for rigidity. Decorative bracket feet which conceal swivel casters are of non-wood material. Model 7615 with Remote Control—$925. Also available as model 7614 less Remote Control—**$825**



Thrill to today's

These space-saving console styles . . . with brilliant-color 295 sq. in. pictures, offer Automatic Fine Tuning which eliminates critical picture tuning to bring you perfect pictures—instantly and automatically. Other advanced features include exclusive Chromatone; Quick-On pictures and sound, 8″ oval speaker, exclusive Magnavox Bonded Circuitry chassis with 3 I.F. Stages and Keyed AGC; Automatic Color Purifier (degausser); Channel Indicator Windows; and, as with *all* Magnavox Color Television, the 2-Year Color Picture Tube Warranty (see page 23).



A. Mediterranean—Automatic Fine Tuning model 6916 measures 36″ L, 18½″ D, 30½″ H. In richly grained Pecan finish on select hardwood veneer top, hardboard end panels, and hardwood solids—**$549.50**

B. Danish Modern styling—Automatic Fine Tuning model 6912, in beautifully grained Walnut finish on hardwood veneer top, hardboard end panels, and select hardwood solids. It measures 35¼″ L, 19¼″ D, 29¼″ H. Value priced at only—**$549.50**

C. Colonial—Automatic Fine Tuning model 6914 measures only 36″ L, 18¾″ D, 32½″ H. In grained Salem Maple finish on select hardwood veneer top, hardboard end panels, and hardwood solids. The beautiful cabinet is accented by decorative base and gallery rails—**$549.50**

Simulated TV reception on all models on pages 18 and 19.





biggest Color pictures!

Versatile and functional . . . these Automatic Fine Tuning models keep all station signals locked-in. They also offer you: 6″ oval speaker, telescoping dipole antenna, plus the other fine Magnavox features listed on page 18. Enjoy the perfectly-tuned 295 sq. in. pictures each brings you on an authentically-styled, matching fine-furniture mobile cart (as shown; optional at modest cost), or on a matching swivel base (optionally available for Colonial and Contemporary styles). Also ideal for tables, on shelves or in bookcases—anywhere in your home.


A

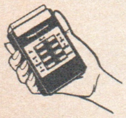
A. Colonial—Automatic Fine Tuning model 6814 is 32¾″ L, 14½″ D, 26¼″ H. In grained Maple finish on hardboard and hardwood solids. Shown on 8528 optional mobile cart—**$498.50**


B

B. Contemporary—Automatic Fine Tuning model 6812 is 32¾″ L, 14½″ D, 23¾″ H. In grained Walnut finish on select hardwood solids and hardboard. Shown on optional 8527 fine-furniture mobile cart—**$498.50**


C

C. Mediterranean—Automatic Fine Tuning model 6816 is 32¾″ L, 14½″ D, 26¼″ H. In richly grained Pecan finish on select hardwood solids and hardboard for rigidity. Shown on optional 8529 mobile cart—**$498.50**



TAC

Instant Automatic Remote Control and Total Automatic Color—with features listed on pages 2 and 4, are added to models above in Colonial model 6815, Contemporary model 6813, and Mediterranean model 6817; same other features and specifications. Your choice of three styles—**$598.50**

Beautiful 295 sq. in. console brings you perfect pictures . . . automatically!

Automatic Fine Tuning—invented by Magnavox in 1964, locks-in all station signals to give you perfectly-tuned pictures that are always precise—on every channel—every time. With 6″ oval speaker plus all the other extra-value features listed on page 18, this Contemporary model 6910 will fulfill your TV viewing needs for years to come. 34¾″ L, 19″ D, 22½″ H; in grained Walnut finish on hardboard end panels and select hardwood solids.

$498.50



Enjoy wonderful versatility, plus today's biggest color pictures

It's a swivel console . . . mobile TV—as well as ideal for shelves or tables! Compact model 6810, with brilliant-color 295 sq. in. screen, Chromatone, Quick-On, 6" oval speaker, and highest-reliability Bonded Circuitry chassis, is only 30½" L, 15" D, 20½" H. Convenient mobile cart, or swivel base (shown) for viewing enjoyment from any angle, are both optionally available at modest cost. Vinyl-clad hardboard cabinet is in Walnut Grain finish.

$459.50



Why a Magnavox costs you less:

Magnavox is the *only* nationally-recognized major brand sold *directly* to only a few carefully selected fine dealers in your community! These dealers are dedicated to serving you *better!* There are no "middleman" costs. Resultant savings are passed on to you in the form of *highest* Magnavox quality and performance.





Big picture 267 sq. in. consoles at table model prices! Why settle for a smaller-screen model when you can enjoy the life-like realism of Magnavox console Color TV at modest cost? Both models bring you natural and vivid color pictures; Chromatone; Bonded Circuitry chassis with 3 I.F. Stages and Keyed AGC; Automatic Color Purifier (degausser); 2-Year Color Picture Tube Warranty (see page 23); 6" oval speaker. Contemporary model 6412 (left, 33¾" L, 20¼" D, 34¼" H) in grained Walnut finish, and Colonial model 6414 (right, 33¾" L, 20¼" D, 35" H) in grained Maple finish, both on hardboard and select hardwood solids. Your choice of styles—**$398.50**



Beautiful Mobile TV—Contemporary model 6310, with all features below has compact and durable vinyl-clad hardboard cabinet with elegant Walnut Grain finish. It measures only 26¾" L, 13½" D, 19½" H. Shown on attractive optional mobile cart—or enjoy it as a table model. Be sure to see and hear this outstanding Magnavox today.

$398.50

Functional 227 sq. in. Big-Screen models:

Enjoy one of these Magnavox values on a cart for wonderful room-to-room mobility . . . or as a table model that's also ideal on shelves or in bookcases. *All bring you* ● brilliant-color 227 sq. in. pictures ● Chromatone ● Quick-On ● 3 I.F. Stage Bonded Circuitry Chassis ● Keyed AGC ● Channel Indicator Windows ● plus famed Magnavox reliability.



Charming Colonial styling—model 6314 adds Automatic Fine Tuning for instantly perfect pictures. Telescoping dipole antenna. In warm grained Maple finish on hardboard and select hardwood solids. It is 28¾" L, 12¾" D, 22½" H with gallery rail. Shown on model 8525 optional authentically-styled mobile cart—**$439.50**

Simulated TV reception on all models on pages 20 and 21.



Contemporary—model 6313 adds Instant Automatic Remote Control (with all functions listed on page 4, plus Tint Controls) and Automatic Fine Tuning, to features above. 28¾" L, 12¾" D, 20¾" H; in grained Walnut finish on hardboard and hardwood solids. Telescoping dipole antenna. Shown on optional 8524 fine-furniture cart—$539.50. Also as model 6312 less Remote Control—**$439.50**



Compact, versatile 180 sq. in. TV:

So perfect for bookcases, shelves, tables—or on optional matching mobile carts as shown—for wonderful viewing enjoyment in any room in your home. These outstanding Magnavox models offer you fine-performance features: Automatic Fine Tuning for a perfectly tuned picture—instantly and automatically; brilliant-color 180 sq. in. pictures; Quick-On; Chromatone; Keyed AGC; Tone Control; easy-to-read Channel Indicator Windows; Telescoping Dipole Antenna; Automatic Color Purifier (degausser); plus Bonded Circuitry 3 I.F. Stage chassis for lasting reliability. Why not enjoy your favorite shows in the best way possible—on a magnificent Magnavox!



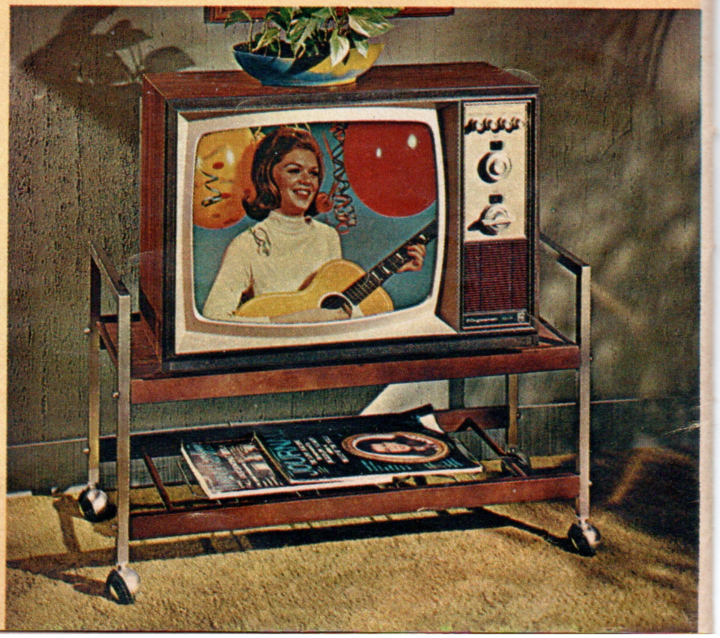
A. Mediterranean Styling—Automatic Fine Tuning model 6266 measures 27″ L, 12½″ D, 21″ H with gallery rail. In richly grained Pecan finish on hardboard and selected hardwood solids. Shown on optional 8523 cart, it will bring you years of enjoyable color viewing. **$398.50**

B. Contemporary—Automatic Fine Tuning model 6263 with Convenient Remote Control for VHF, with loudness and on/off functions plus automatic "off" when station leaves the air. On optional 8521 cart. Measures 27″ L, 12½″ D, 19¼″ H. In grained Walnut finish on hardboard and hardwood solids—$449.50. Also available as model 6262 less Convenient Remote Control—**$398.50**

C. Colonial—Automatic Fine Tuning model 6264 shown on authentically styled optional 8522 cart is 27″ L, 12½″ D, 20″ H with gallery rail. In beautifully grained Maple finish on hardboard and selected hardwood solids—**$398.50**

Simulated TV reception on all models on pages 22 and 23.



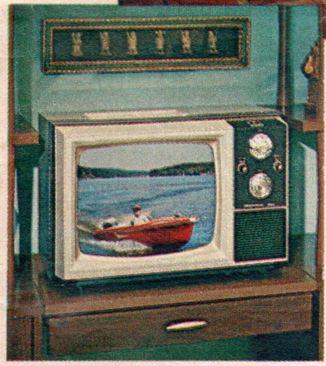


Ideal second sets

for bedroom, kitchen, den, or office. These remarkable values will bring you big-set performance with lasting Magnavox reliability. Each has brilliant-color 102 sq. in. pictures, Automatic Color Purifier (degausser), 4″ speaker, 3 I.F. Stage Bonded Circuitry chassis, and Keyed AGC for superb pictures and sound—even from distant or difficult stations. Wonderful to own and magnificent to give!







Wonderfully mobile—model 6222 with all features above measures 20½″ L, 11″ D, 13¾″ H. It has a ruggedly built cabinet of high-impact non-wood material in Beige color. Ideal for shelves, tables, too. You will be amazed at the superior reception of this modestly priced Magnavox. **Complete with mobile cart—**

$279^90

Superb Portable—model 6224 adds Chromatone, Quick-On, easy-to-read Channel Indicator Window, convenient fold-down handle and telescoping dipole antenna. The "go-anywhere" durable case of high-impact non-wood material in Walnut Grain is only 20½″ L, 11″ D, 13¾″ H. **Complete with mobile cart—**

$299^90



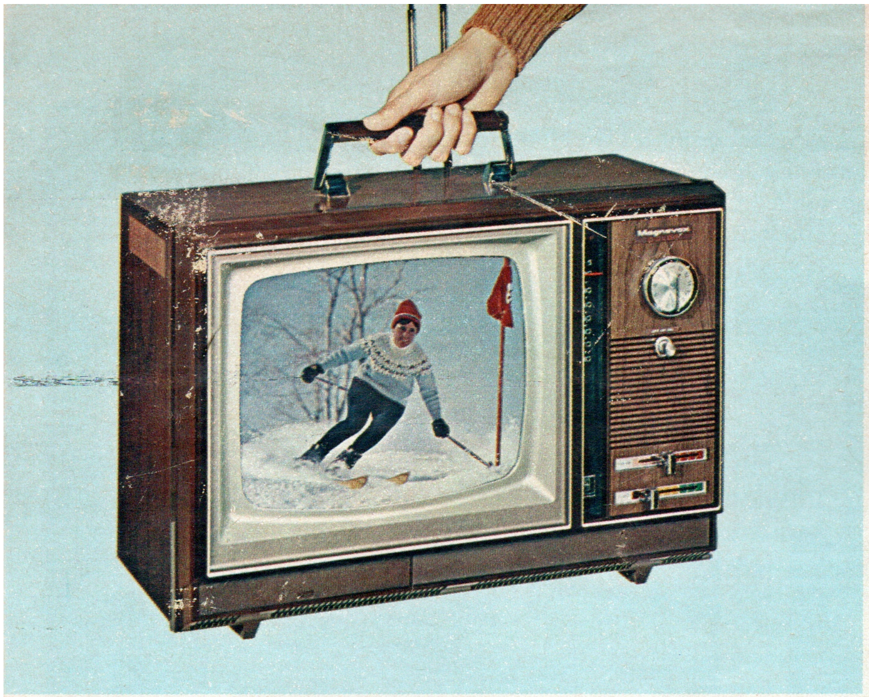
Versatile 180 sq. in. Compact

Perfect in any room—this compact model 6260 shown on optional mobile cart measures only 24½″ L, 12½″ D, 17¾″ H, yet offers such quality Magnavox features as: brilliant-color 180 sq. in. pictures, Chromatone Automatic Color Purifier, Keyed AGC, 3 I.F. Stage Bonded Circuitry chassis, Tone Control and easy-to-read Channel Indicator Window. Its vinyl-clad hardboard cabinet with Walnut Grain finish blends perfectly in any room. Also ideal on tables, shelves, or bookcases. You must see it to appreciate it.

$359^50

MAGNAVOX 2-YEAR COLOR PICTURE TUBE WARRANTY

. . . is valid wherever you *move* in the U.S.A.! Picture tubes defective in material or workmanship under normal use, will be replaced *without charge* by a Franchised Magnavox dealer: either where purchased, or in your new service area. Replacement tubes will be installed *without labor charge* during first 3 months of the warranty period; and are guaranteed for the unexpired balance of the 2-years. Portable models 6104, 6222, and 6224 must be delivered to dealer and picked up by you. Every Magnavox replacement will be a highest quality, 100% inspected, *factory-new picture tube* that meets *all* Original Equipment Manufacturers' specifications—*not* a rebuilt tube!

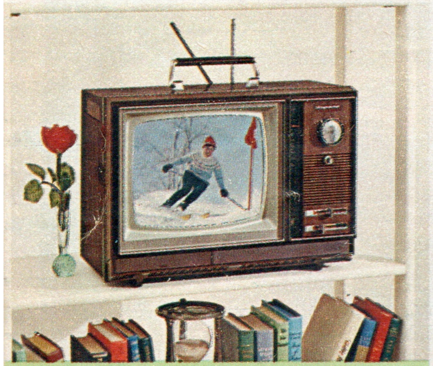


NEW...take-along Magnavox COLOR TV

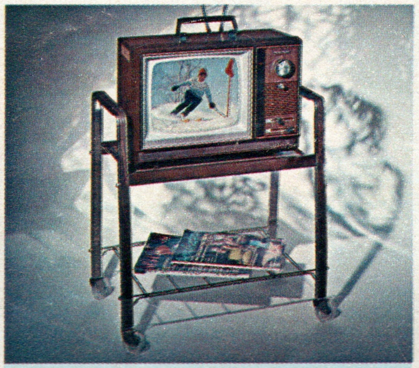
...with amazing Big Set performance

Slim-and-trim portable . . . will bring you brilliant-color 70 sq. in. pictures—wherever you go. Model 6104, with highly dependable Magnavox Bonded Circuitry chassis, Automatic Picture and Sound Stabilizers, telescoping dipole antenna, plus many other finer-performance features, measures only 19" L, 15¾" D, 14" H. The ruggedly-built, high impact case is in beautiful Walnut grain. Optionally available cart gives wonderfully convenient room-to-room mobility. Truly an ideal second set!

only $259[90]



Ideal for shelves, tables



. . . or on mobile cart

Simulated TV reception on all models on this page and front cover.

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